

Message Text

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PAGE 01 TOKYO 05112 180556Z

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ACTION COME-00

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R 180522Z APR 75

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 9511

INFO AMCONSUL FUKUOKA

AMCONSUL OSAKA KOBE

UNCLAS TOKYO 5112

FOR COMMERCE

FROM WALMSLEY FOR OLIVER

E.O. 11652: N/A

TAGS: BEXP, BTRA, BTIO, JA

SUBJECT: FRANCHISING TRADE MISSION TO JAPAN, APRIL 13 THROUGH
APRIL 25, 1975

1. MISSION MEMBERS COMPLETED FIFTY-ONE APPOINTMENTS DURING TAY IN
TOKYO. ALL MEMBERS HAVE SEVERAL PROMISING CONTACTS. ALL FEEL
THEY WILL FULLY ACHIEVE THEIR OBJECTIVES, AFTER EXTENSIVE
NEGOTIATIONS NECESSARY FOR THIS TYPE OF RELATINSHIP, ON BASIS OF
TOKYO CONTACTS ALONE. HOWEVER, ALL ANXIOUS TO COMPLET OSAKA AND
FUKUOKA CALLS IN ORDER SELECT MOST PROMISING OPPORTUNITY.

2. WE ARE PROCEEDING TO OSAKA BY TRAIN DUE TO JAL STRIKE. DAILEY
OF KOPY KAT REMAINING TOKYO ONE MORE DAY DUE TO HEAVY SCHEDULE OF
APPOINTMENTS. HE WILL HAVE SATURDAY AGPOINTMENTS IN OSAKA TO
COMPENSATE FOR DELAY IN ARRIVAL.

3. MR. REDD OF TANDY LEATHER HAVING ESPECIALLY INTERESTING LIST
OF PROMISING OPPORTUNTIES, THE MOST EXCITING BEING A CONNECTION
WITH SEIBU GROUP.

4. SHERATON INNS, THOUGH DIFFICULT, WELL PLEASED WITH TOKYO
POSSIBILITIES. HOWEVER, MOST PROMISING IS CONNECTION WITH
JAPANESE GROUP FOR A HOTEL IN SAN PAULO, BRAZIL.

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5. DAVIS OF THIRIFY HAVING LEAST SUCCESS BUT HAS EX ELLENT POSSI-
BILITY WITH NIPPON TRAVEL AGENCY. WILL RETURN TO TOKYO AFTER
COMPLETION OF MISSION FOR FURTHER DISCUSSINS WITH THEM.

6. FRANCHISING MISSION ESPECIALLY SUITABLE AT THIS TIME DUE TO
FORTUITOUS CIRCUMSTANCES NOW EXISTING IN JAPAN MARKET. MISSION
CREATED WIDESPREAD INTEREST IN JAPAN BUSINESS COMMUNITY. ALL
MEMBERS EXTENSIVELY INTERVIEWED BYLOCAL PRESS. SHERATON AND
KOPY KAT EACH HAD TWO INTERVIEWS. TIMING OFMISSION COULD NOT
HAVE BEEN BETTER.

7. POST MUST BE GIVEN CREDIT FOR AN OUTSTANDING PERFORMANCE IN
OBTAINING QUALITY AND QUANTITY OF APPOINTMENTS, SMOOTH, EFFICIENT
ORGANIZATION OF ALL ACTIVITIES, EXCEPTINAL PERSONNEL ASSIGNED
TO MISSION, AND MOST EXCITING AND WORTHWHILE BREAKFAST BRIEFING
BY AMERICAN CHAMBER OF COMMERCE.
HODGSON

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